

Food For Thought

Waxing poetic about the A&P is enough to make this thirtysomething feel like an old-timer. But our local supermarket has been on the wane for some years now and the end may be nigh. The folks at GU Markets have been tight-lipped about their future plans for A&P, but it's likely that changes are afoot.



Twenty-five years ago a trip to the A&P was a splendorous thing. Wide, gleaming aisles stocked with every kind of food stuff on earth. If you wanted to buy a few groceries on your shopping journey you might go to Sweetser's in Snug Harbor. But if grocery shopping was your *destination*, the A&P was the place to be.

Regrettably, time has passed it by. Now, aside from a dedicated group of employees, the A&P has little to offer. It's stuck in a no-man's land between truly "super" markets like Stop & Shop or Victory, and true stores of convenience like Millbrook Market or Duxbury General Store.

It is in our collective interest to have a thriving supermarket in Hall's Corner plaza. It is a magnet for other local business and keeps more shopping dollars in Duxbury. There's also a social benefit to having a vibrant commerce center. (Check out downtown Marshfield if you want a cautionary tale.)

So what's the solution?

Well, if I may be so bold, let me offer this food for thought.

Follow the lesson of another medium-sized market located in a town center that has found a successful niche in a battle with Victory and Super Stop & Shop. I'm talking about the Fruit Center in Hingham Square.

As the name not so subtly implies, the Fruit Center offers a wide variety of fruits and vegetables. But it also offers an in-house butcher shop, deli, specialty foods, and enough of the staple groceries to avoid a second trip to the big markets.

With similar circumstances and demographics, I've no doubt that such a store would succeed in Duxbury. As the male in the house who does the shopping, I know I'd be there!

— J. Cutler